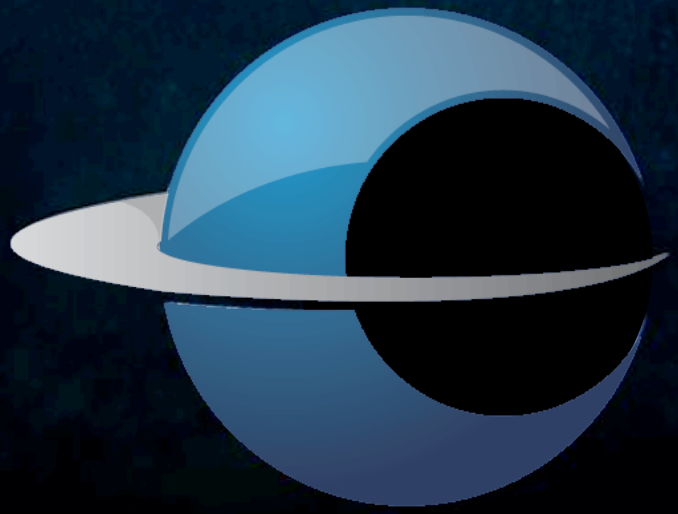
# Preparing for Moon 2.0



ODYSSEY MOON

*A Commercial Lunar Enterprise*

Google LUNAR XPRIZE

# Ansari X PRIZE - 2004

The winning of the $10M Ansari X PRIZE by SpaceShipOne changed the public mindset toward space and inspired the Personal Spaceflight Revolution.

XPRIZE FOUNDATION

# What's NEXT ?

"1927 - First Non-Stop Transatlantic Flight Orteig Prize"

"1961 - First Man In Space"

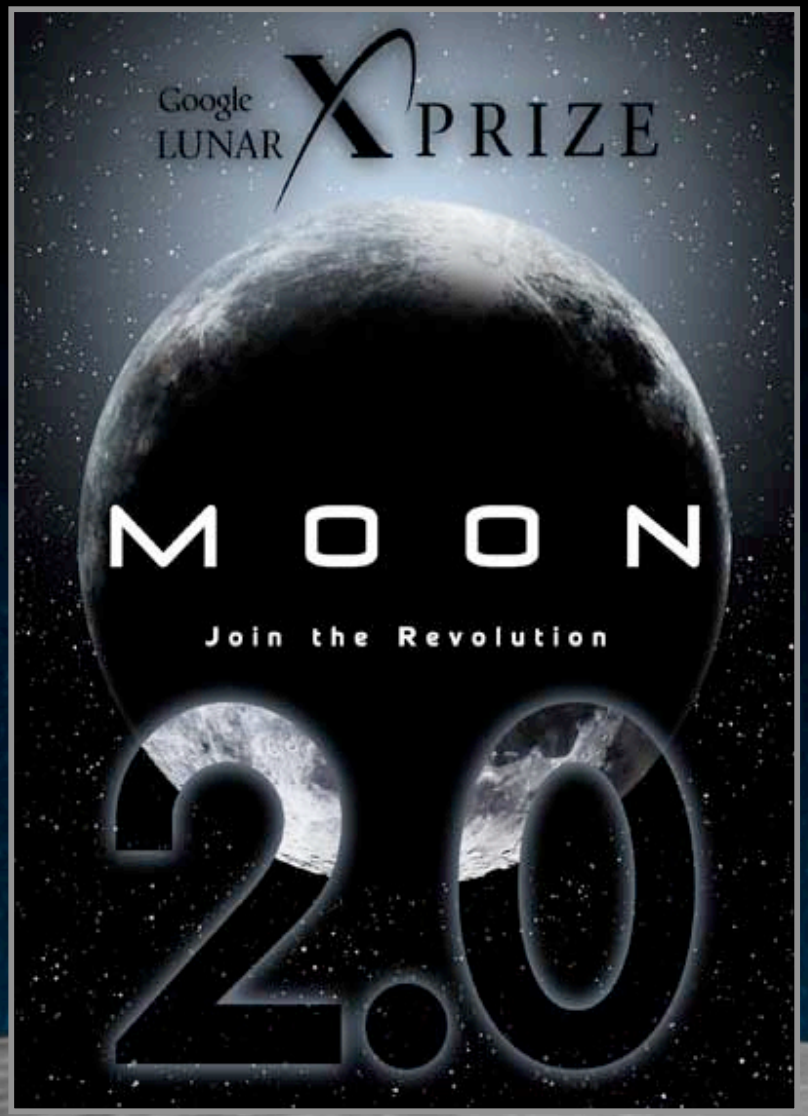
"1969 - First Man On The Moon"


"2004 - First Manned Private Spaceflight Ansari X PRIZE"

Google LUNAR XPRIZE

Revolution Through Competition

# Moon 2.0




"MOON 2.0" represents the second era of lunar exploration

Inspiring innovative business models for sustainable lunar enterprise

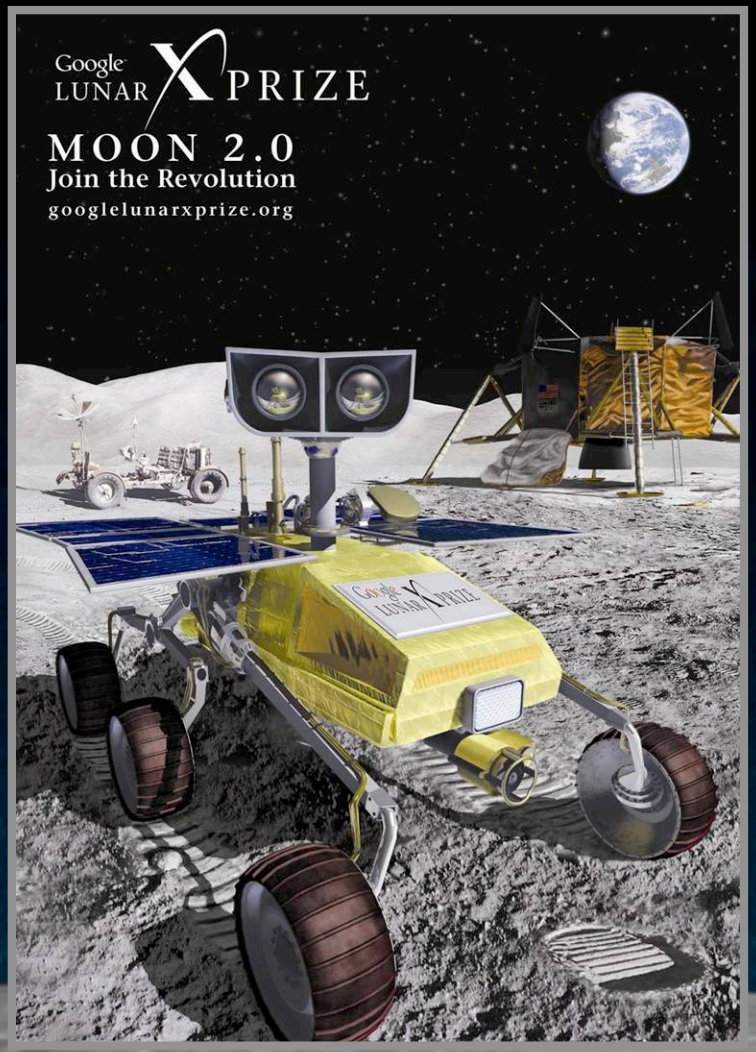
A radical $30M prize for opening up a new frontier


The $30M Google Lunar X PRIZE was announced on September 13th, 2007.
Google LUNAR X PRIZE
Google LUNAR X PRIZE

# Google Lunar X PRIZE

Sponsored by Google and managed by the X PRIZE Foundation

A follow-on to the successful $10M Ansari X PRIZE for the first private spaceship




The $20M Grand Prize goes to the first private team to land on the Moon, travel 500 meters and broadcast HD images and video

# Odyssey Moon Entered the Race on December 6th, 2007

Odyssey Moon was unveiled on Dec 6th, 2007 as the first official contender for the $30M Google Lunar X PRIZE

# Odyssey Moon Limited

- An Isle of Man company taking advantage of a zero corporate tax regime, strong UK and European ties and innovative commercial space law legislation
- U.S. and Canadian subsidiaries
- Long term view toward lunar commerce where the Google Lunar X PRIZE represents a small portion of the near term business opportunity




# Founding Directors

Successful space and telecom entrepreneurs with proven track records in business, finance and space technology.

**Dr. Robert (Bob) Richards, CEO**
*Founder, International Space University*

**Dr. Ramin Khadem, Chairman**
*Former CFO, Inmarsat*

**Mr. Michael Potter, Director**
*Managing Partner, Paradigm Ventures*

**Mr. Christopher Stott, Director**
*Chairman & CEO ManSat Ltd.*

# Prime Contractor: MDA

**Dr. Christian Sallaberger**
*Vice President & Director of Space Exploration*

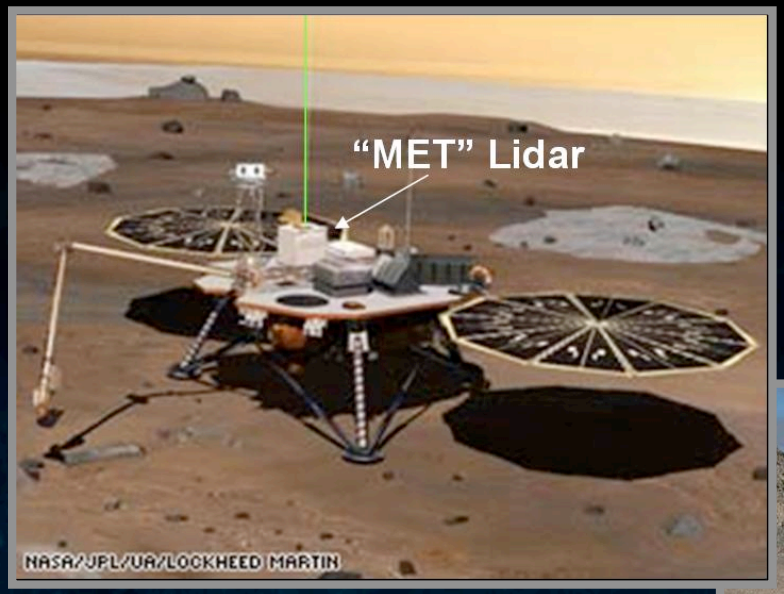

A billion dollar company with a 30+ year track record of flawless space robotics operations

U.S. subsidiary operating under a SSA (Special Security Agreement)

Skin in the game and a seat on the Board

# Industrial Partner: Optech

ODYSSEY MOON

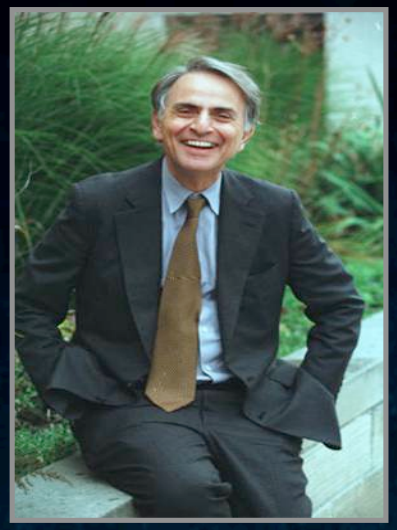




Optech

Laser-radar (lidar) technology will help Odyssey Moon spacecraft land safely and accurately on the Moon

Google LUNAR XPRIZE

# Education & Public Outreach



Carl Sagan

**THE PLANETARY SOCIETY**

*"The Moon is a stepping stone into the solar system, for governments and for the private sector. Odyssey Moon's leap forward to this stepping stone could presage a new day of commercial ventures beyond Earth."*

- Dr. Louis Friedman, Executive Director

# Leading Space Executives

We have attracted world leaders in the space industry to our executive team; people who know the space business.

**Mr. Jay Honeycutt, President US Ops.**
*Former Director, Kennedy Space Center*
*Former President, Lockheed Martin Space Ops.*

**Dr. Paul Spudis, Chief Scientist**
*Senior Staff Scientist, Lunar & Planetary Institute*
*Principal Investigator, Chandrayaan mini-SAR*

**Dr. Alan Stern, Mission Science Director**
*Former NASA Associate Administrator (Science)*
*Principal Investigator, Pluto New Horizons Mission*

# Experienced Financial Partners

Our financial model has gone through rigorous due diligence with our financial partners.

Current fundraising underway with New York-based Near Earth LLC, supported by our NYC-based legal advisors, Milbank, Tweed.

Initial equity Offer through Quayle Munro, a leading AIM-listed investment bank with over £4 billion in deal flow in the past three years

# Blue Ribbon Advisory Board

Business Leaders

Technical Guru's

Communicators

- **Mr. Lewis Pinault** – Senior Director, LEGO Play for Business
- **Dr. James D. Burke** (JPL retired) – NASA Lunar Ranger Project Manager
- **Dr. Wendell W. Mendell** – Planetary Scientist
- **Dr. Louis Friedman** – Founder and Executive Director, The Planetary Society
- **Mr. Arthur M. ("Art") Dula** – space lawyer; patent attorney; founding director of Excalibur Almaz Limited
- **Mr. John Chapman** – Mining industry executive & investor
- **Dr. Bob McDonald** – Science Journalist and Author; Host of CBC's "Quirks & Quarks" Radio Show
- **Mr. Jon Lomberg** – Chief Artist, COSMOS Television Series
- **Mr. Charles M. Chafer** – CEO, Space Services Inc.
- **Dr. David Miller** – Professor, University of Oklahoma
- **Dr. Jean-Luc Jossett** – Director, Space Exploration Institute
- **Col. M.V. "Coyote" Smith** – Former Chief, Future Concepts (Dream Works), US Pentagon

# We're Here to Change the World

By extending Earth's economic sphere to our sister world, the Moon…

A world rich in resources and energy with unexplored land the size of the Americas

Leveraging commercial opportunities created by renewed interests in exploring the Moon

Creating sustainable economic links to Earth's 8th continent, floating just offshore

# “FedEx” to the Moon

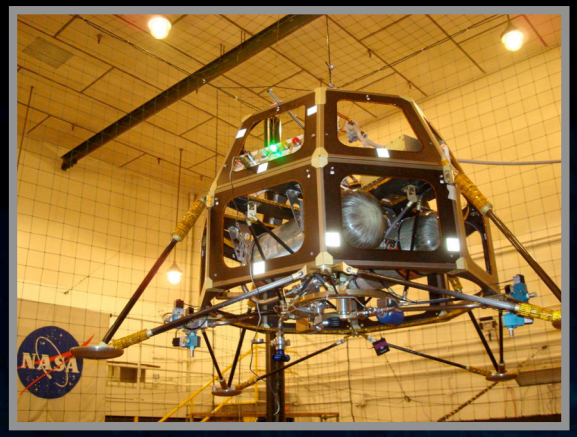
LunEx

Commercial delivery of private and government payloads to the Moon for science, exploration and commerce

A family of modular lunar landers with an airline approach to pricing and a condominium approach to cost sharing

A common spacecraft bus that can be adapted for robotic missions to asteroids or the moons of Mars

# In Partnership with NASA

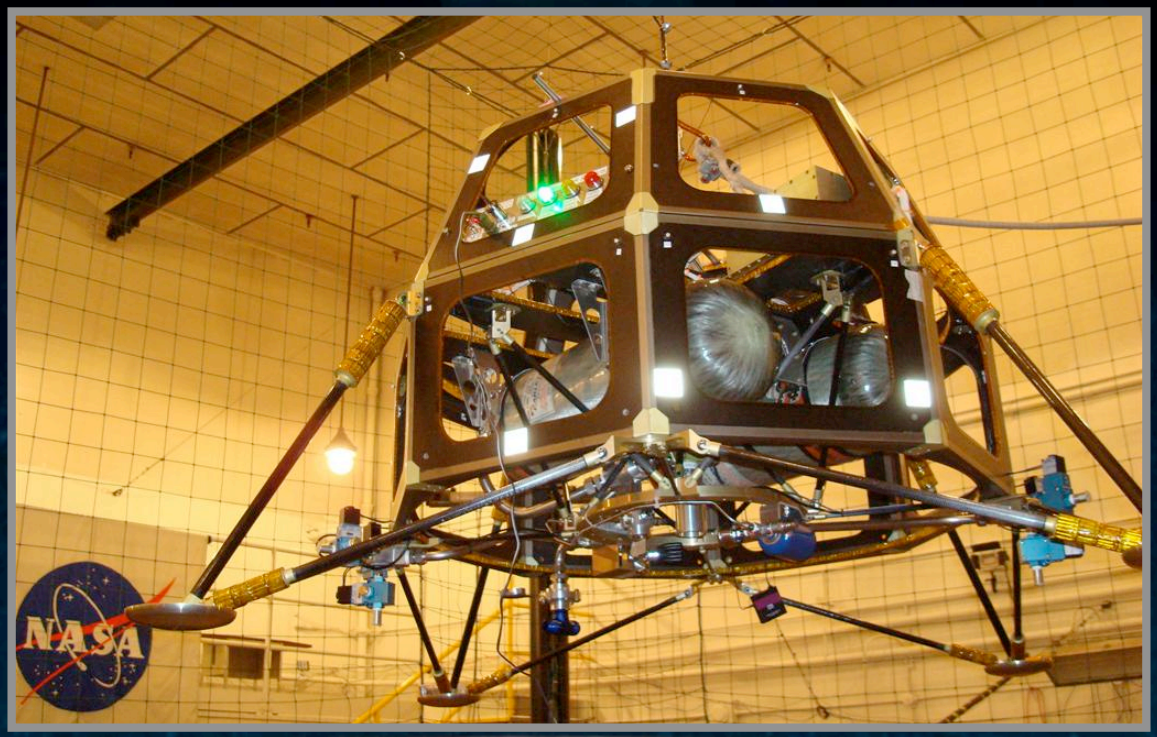


On Oct 30th, 2008 NASA announced a partnership with Odyssey Moon Ventures for lunar lander development

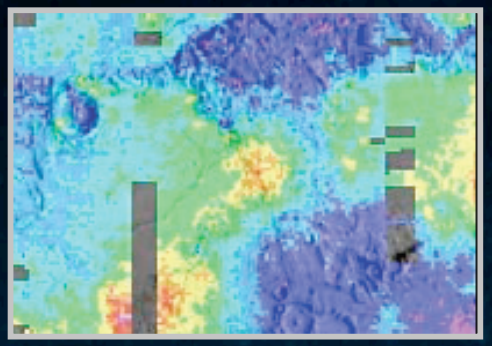
This unique public-private partnership will combine NASA expertise with innovative approaches to commercial space systems to deliver low-cost, reliable access to the lunar surface

# Hover Test Vehicle
## *@ NASA Ames Research Center*

- NASA LADEE Lunar Orbiter is based on the NASA Ames Common Spacecraft Bus
- OMV will adapt the CSB into a lunar lander to deliver payload to the lunar surface



# “MoonOne”: Mission Profile



“MoonOne (M-1) will deliver a payload suite of approximately 50kg to the Moon

Equatorial landing site in vicinity of scientifically interesting and potentially resource-rich dark mantle material

Launch planned for late 2012

# Proven Global Market Demand




- Our initial Payload Flight Opportunity (PFO) announcement in 2007 attracted 16 instrument proposals worldwide, including most NASA centres and renowned lunar scientists
- The demonstrated demand represents ~10 times the available M-1 payload capacity
- NASA has since received at least 4 proposals for SALMON funding of U.S. instruments aboard our Odyssey Moon M-1 mission




# Commercial Customers


Two commercial customers were first to sign up for the inaugural M-1 mission:

ILOA

Payload delivery agreement with International Lunar Observatory Association

Celestis

Commercial launch services agreement with Space Services Inc. / Celestis

Google LUNAR XPRIZE

# Commercial Customers


Our third commercial customer signed a Letter of Intent with us on Feb 3rd, 2009:

A Dutch consortium led by the Netherlands Organization for Applied Scientific Research ("TNO")

To fly a Raman/LIBS science instrument on our M-1 mission called "Moon4You"

# Commercial Customers

Our 4th commercial payload was announced on March 27th, 2009:

A biology experiment led by Paragon Space Development Corporation backed by an international science team.

An iconic effort to grow the first flower on the Moon, named "Lunar Oasis"

# UK Education Payload

Students and young professional teams will compete for a multi-million dollar prize

Our 5th payload announcement involves a UK educational payload.

A UK Education Payload backed by The International Space School Educational Trust [ISSET].

A multimillion dollar national competition to inspire and motive student and young professional effort to put the UK on the Moon.

# The First Private Lunar Mission


Our goal is to be the first private space mission to reach the surface of the Moon

An epic journey that will attract mass markets

Seeding then leading the nascent market for ongoing lunar mission products and services

Making history and winning the $30M Google Lunar X PRIZE competition

ODYSSEY MOON

Google LUNAR XPRIZE

# Science. Exploration. Commerce.

Kicking off a profitable logistics business with a global branding play tied to a blockbuster event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